

## LISTING OF THE CLAIMS

1. (Currently Amended) A method comprising:

~~defining a user interface of a service including defining of a branding element of the service;~~  
~~defining by a service delivery framework provider, a plurality of features of the service to be performed by one or more vendors separate and distinct from the service delivery framework provider and from each other, each feature having one or more concepts, and associating the features with the user interface;~~  
~~accepting by the service delivery framework provider, a first and a second user interface definition from a first and a second vendor equipped and available to provide the service, the first and second user interfaces including first and second indicia correspondingly identifying a solution provided in response to a request for the service as being provided by the first or the second vendor, respectively;~~  
~~receiving by the service delivery framework provider, from a client device, a service request for the service expressed in terms of selected one(s) of the one or more concepts of selected one(s) of the one or more of the associated features of the service;~~  
~~routing by the service delivery framework provider, the received request for the service to the first vendor;~~  
~~receiving by the service delivery framework provider, a solution to the request for the service from the first service vendor; and~~  
~~providing a return by the service delivery framework provider, the solution to the service request to the client device, employing the first user interface having the first indicia branding element identifying the solution as being provided by the first vendor.~~

2. (Currently Amended) The method of claim 1, wherein ~~at least said defining of an first~~ user interface definition further identifying one or more icons, buttons, or menus.

3. (Original) The method of claim 1, where said defining of the features comprises identifying resources of the features.

4. (Original) The method of claim 3, wherein said identifying of resources comprises identifying one or more images, HTML pages, or style sheets.

5. (Currently Amended) The method of claim 3, wherein said identifying of resources comprises identifying data items of databases on a service requesting client device ~~consuming the branded application,~~ to be updated.

6. (Original) The method of claim 1, wherein said associating of the plurality of features with the user interface comprises jointly expressing the user interface and the features in terms of XML statements.

7.-18 Cancelled without prejudice.

19. (New) The method of claim 1, wherein the method further comprises:  
receiving by the service delivery framework provider, from another client device, another request for the service expressed in terms of selected one(s) of the one or more concepts of selected one(s) of the one or more features of the service;  
routing by the service delivery framework provider, the received another request for the service to the second vendor;  
receiving another solution to the request for the service from the second service vendor;  
and  
returning the solution to the service request from the second service vendor to the client device, employing the second user interface having the second indicia identifying the solution as being provided by the second vendor.
20. (New) The method of claim 1, wherein the indicia is textual or graphical, or both.
21. (New) An apparatus comprising:  
storage medium having stored therein a plurality of features of a service and a plurality of programming instructions, the features being defined by a service delivery framework provider and to have one or more concepts, the service to be provided by one or more vendors separate and distinct from the service delivery framework provider and from each other, and the programming instructions designed to enable the apparatus to operate as a service delivery framework, including:  
accepting a first and a second user interface definition from a first and a second vendors equipped and available to provide the service, the first and second user interfaces including first and second indicia correspondingly identifying a solution provided in response to a request for the service as being provided by the first or the second vendor, respectively,  
receiving from a client device, a request for the service expressed in terms of selected one(s) of the one or more concepts of selected one(s) of the one or more features of the service,  
routing the received request for the service to the first vendor,  
receiving a solution to the request for the service from the first service vendor, and  
returning the solution to the service request to the client device, employing the first user interface having the first indicia identifying the solution as being provided by the first vendor; and  
at least one processor coupled to the storage medium to execute the programming instructions.
22. (New) The apparatus of claim 21, wherein the programming instructions are further designed to enable the apparatus to further operate as a service delivery framework that includes receiving from another client device, another request for the service expressed in terms of selected one(s) of the one or more concepts of selected one(s) of the one or more features of the service;

routing the received another request for the service to the second vendor;  
receiving another solution to the request for the service from the second service vendor;  
and  
returning the solution to the service request from the second service vendor to the client device, employing the second user interface having the second indicia identifying the solution as being provided by the second vendor.

23. (New) The apparatus of claim 21, wherein the indicia is textual or graphical, or both.

24. (New) An article of manufacture comprising:

storage medium; and

a plurality of programming instructions designed to program an apparatus enable the apparatus to operate as a service delivery framework for a service delivery framework provider, including enabling the apparatus to:

accept from the service delivery framework provider, a plurality of features of a service, each feature having one or more concepts,

accept from a first and a second vendors equipped and available to provide the service, a first and a second user interface definition, the first and second vendors being separate and distinct from the service delivery framework provider and from each other, and the first and second user interfaces including first and second indicia correspondingly identifying a solution provided in response to a request for the service as being provided by the first or the second vendor, respectively,

receive from a client device, a request for the service expressed in terms of selected one(s) of the one or more concepts of selected one(s) of the one or more features of the service,

route the received request for the service to the first vendor,

receive a solution to the request for the service from the first service vendor, and

return the solution to the service request to the client device, employing the first user interface having the first indicia identifying the solution as being provided by the first vendor.

25. (New) The article of claim 24, wherein the programming instructions are further designed to enable the apparatus to further operate as a service delivery framework, including enabling the apparatus to

receive from another client device, another request for the service expressed in terms of selected one(s) of the one or more concepts of selected one(s) of the one or more features of the service;

route the received another request for the service to the second vendor;

receive another solution to the request for the service from the second service vendor; and  
return the solution to the service request from the second service vendor to the client device, employing the second user interface having the second indicia identifying the solution as being provided by the second vendor.

26. (New) The method of claim 24, wherein the indicia is textual or graphical, or both.